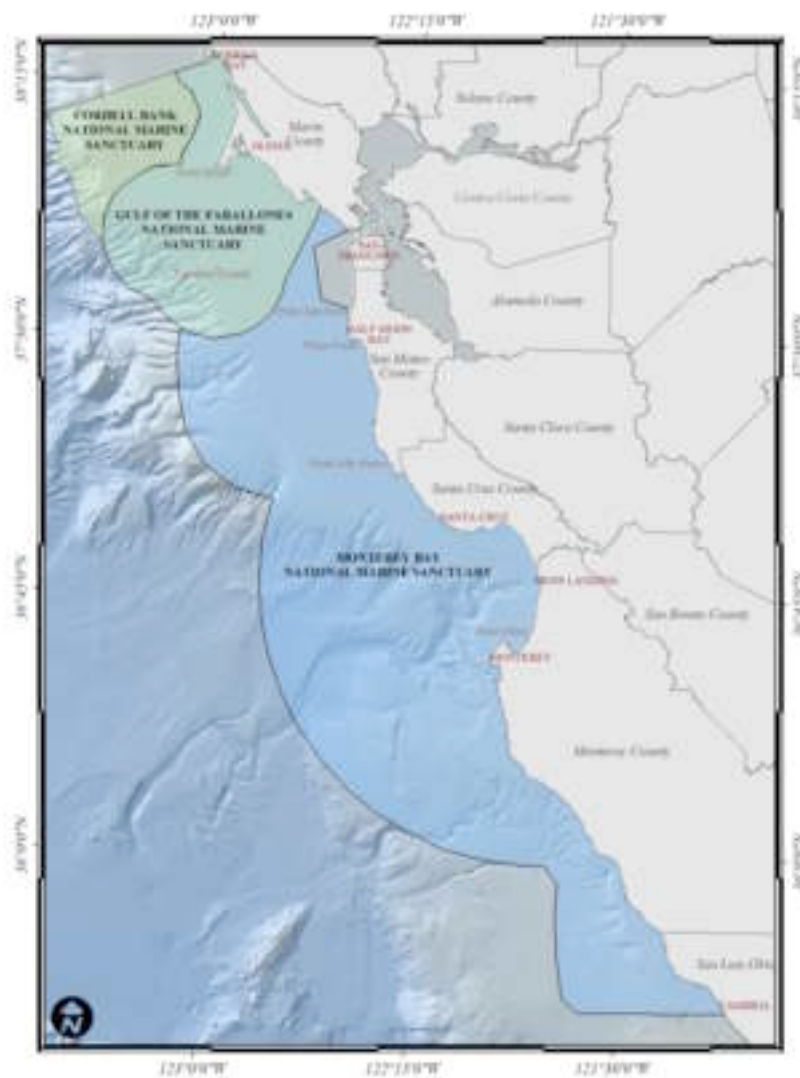




Northern Management Area Transition Plan

Draft



August 4, 2004

CONTENTS

PAGE

I. Introduction

- Introduction and establishment of Transition Team..... 1
- Table 1: Transition Team Activities and Timeline 2

II. Administration & Operations

- Half Moon Bay Office Administration..... 3
- Half Moon Bay Office Staffing..... 3
- Annual Operating Plans 4
- Sanctuary Advisory Council Charters 4
- Performance Measures..... 5
- Table 2: Administration and Operations Activities in the NMA 6

III. Resource Protection

- Permits 7
- Regulations 9
- Emerging and Existing Issues 10
- Enforcement 12
- Emergency Response..... 13
- Water Quality Protection Program 14
- Table 3: Resource Protection Activities in the NMA..... 15

IV. Research & Monitoring

- Share Information..... 16
- Coordinate Research and Monitoring Information Dissemination 17
- Technical Advisory Committees and Working Groups..... 17
- Volunteer Monitoring 17
- Implementing Research and Monitoring Projects 18
- Table 4: Research and Monitoring Activities in the NMA..... 19

V. Education & Outreach

- School Programs..... 21
- Community Programs..... 22
- Outreach Materials 23
- Implementing Education and Outreach Projects 24
- Table 5: Education and Outreach Activities in the NMA..... 26

I. Introduction

On February 26, 2004, the National Marine Sanctuary Program (NMSP) released a public document called “Decision Document: Determination of Management Responsibilities for the Joint Management Area of the Monterey Bay National Marine Sanctuary, Adjacent to the Gulf of the Farallones National Marine Sanctuary.” This document outlined the program’s solution to addressing the long-standing Monterey Bay and Gulf of the Farallones boundary and joint management issue. As part of the solution, the NMSP determined that the Gulf of the Farallones would assume full administrative and management responsibilities in March 2004 of the area extending from the San Mateo/Santa Cruz County line northward to the existing boundary between the Monterey Bay and Gulf of the Farallones sanctuaries though the existing legal sanctuary boundaries remain the same. For convenience, this area is informally referred to as the Northern Management Area (NMA) (see Figure 1).



Figure 1: Northern Management Area

The NMSP Director, Dan Basta, held an all hands staff meeting and, separately, a public briefing in Half Moon Bay on March 24, 2004 to discuss the decision and respond to questions and concerns. Shortly thereafter, a Transition Team was established to work out the details of how to effectively transfer management authority and programmatic responsibility in the NMA from the MBNMS to the GFNMS. The Transition Team made quick decisions on short-term needs and worked with other staff in working groups to outline the longer-term strategies for specific program areas. The Transition Team members included Bill Douros, Maria Brown, Holly Price, Julie Barrow and Brady Phillips. The team agreed that Bill and Maria would have final decision-making authority, and if they could not reach consensus, Dan Basta would arbitrate. In the end, all decisions have been unanimous.

The Transition Team met on three occasions in April to discuss administration and management needs in the region and how to smoothly and efficiently transfer specific program responsibilities from MBNMS to GFNMS. Though the NMSP officially delegated administrative authority to GFNMS on March 1, 2004, the Transition Team quickly realized that some aspects of administering this area could not occur immediately (e.g., permits and enforcement) and had to be phased in after new GFNMS resource protection staff were hired and trained. The Transition Team set a goal of August 15, 2004 to transfer all administrative duties from MBNMS to GFNMS.

The Transition Team focused its discussions on transitioning specific functions along programmatic areas (administration, resource protection, education, and research). The Transition Team’s initial ideas were captured in a preliminary framework document sent out to staff on May 18th. Sanctuary staff was given the opportunity to provide written comments on the preliminary document until mid-June, and voice any concerns at an all hands meeting held on

May 24, 2004 in Aptos, CA. In addition, most staff participated in one or more focus group meetings (research, education and resource protection) to learn about specific activities occurring or planned in the NMA and to help refine the preliminary transition plan to ensure the smooth transfer of programmatic responsibilities and enhance long-term communication and coordination among program staff. This document reflects the collective comments and input from all staff that have taken the time to contribute their time and thoughts.

Following the focus group meetings, the Transition Team incorporated comments and prepared a draft NMA Transition Plan that was sent to each Advisory Council and NMSP Headquarters for review and comment. The final version of this plan, or some version thereof, will be incorporated in the revised management plans this fall. Table 1 summarizes key activities and dates in the development of the Transition Plan.

Table 1: NMA Transition Team Activities & Timeline

Activity	Date	Where	Who
All Hands Staff Meeting	24-Mar-04	Half Moon Bay	CB, GF, MB, FMSA & SIMoN staff, NMSP (Basta)
Boundary Public Meeting	24-Mar-04	Half Moon Bay	SACs, NMSP staff & public
Transition Team Meeting	7-April-04	Half Moon Bay	Transition Team Members
Transition Team Meeting	14-April-04	Santa Cruz	Transition Team Members
Transition Team Meeting	30-April-04	Santa Cruz	Transition Team Members
Research & Monitoring Focus	18-May-04	San Francisco	GF and MB Research staff
Education & Outreach Focus	21-May-04	Half Moon Bay	CB, GF, MB and FMSA Education Staff
NMA All Hands Meeting	24-May-04	Aptos	All GF, MB, FMSA, SIMoN
Resource Protection Focus	27-May-04	Monterey	GF and MB Res. Prot. staff
Research & Monitoring Focus	18-June-04	Half Moon Bay	GF and MB Research staff
MBNMS SAC Meeting	6-Aug-04	Cambria	MBNMS SAC
NMA All Hands Meeting	12-Aug-04	Año Nuevo	All CB, GF, MB, FMSA & SIMoN staff, NMSP (Basta)
GFNMS SAC Meeting	31-Aug-04	Olema-Pt. Reyes	GFNMS SAC
Incorporate NMA Transition Plan into JMPR	Aug-Sep-04	----	JMPR Staff
GF/MB Joint SAC Meeting	3-Dec-04	Año Nuevo	GF & MB SACs, Staff

II. Administration & Operations

The following strategies and activities reflect the core administration and operational issues discussed by the Transition Team. These specific activities were designed to transfer basic office and staffing operations duties from the MBNMS to the GFNMS in a timely and seamless manner. Most of these activities are short-term and have already been completed.

Strategy AO1: Transfer Half Moon Bay Office Administration to GFNMS.

Activity 1.1: Transfer all Half Moon Bay office expenses and administrative responsibilities from MBNMS to GFNMS. Provision office to accommodate new staff.

Products: Leases, utilities, credit cards, office equipment and furniture transferred to GFNMS. Purchase new ADP and office furniture. Completed by October 1, 2004
Partners: GFNMS & MBNMS Admin. Personnel
X-Reference: MB OA-2, OA-5 & GF AD-1.1

Strategy AO2: Provide the Half Moon Bay Office with appropriate staff.

Activity2.1: Transfer the NMSP-HQ FTE based in Half Moon Bay to GFNMS. Assess and redefine the specific roles and responsibilities for this FTE.

Products: GUAPA/ Position Description Modified. Submitted to HQ for approval on May 21, 2004.
Partners: HQ & GFNMS Admin. Personnel
X-Reference: MB OA-1.1(B) & GF AD-2

Activity 2.2: Hire a Resource Protection Specialist contractor for the Half Moon Bay office. Involve GFNMS and MBNMS staff in creating scope of work, selecting final candidate, and training new staff.

Products: New Resource Protection Specialist hired and based in Half Moon Bay. Starts July 20, 2004.
Partners: GFNMS, MBNMS, NMSP, and RSIS
X-Reference: GF AD-2

Activity 2.3: Hire an Education Specialist Contractor for the Half Moon Bay office. Involve GFNMS and MBNMS staff in creating scope of work, selecting final candidate, and training.

Products: New Education Specialist hired and based in Half Moon Bay. Starts August 16, 2004.
Partners: GFNMS, MBNMS, NMSP, and RSIS
X-Reference: GF AD-2

Strategy AO3: Develop Annual Operating Plans (AOPs) for the NMA.**Activity 3.1:** Transition Team develops FY'04 AOP for NMA.

Products: FY'04 AOP for inclusion into GFNMS AOP. Completed March 22, 2004.
Partners: GFNMS staff (reviewed by MBNMS manager)
X-Reference: NMSP Decision Document

Activity 3.2: Transition Team develops FY'05 AOP for NMA by August 20, 2004.

Products: FY'05 AOP for inclusion into GFNMS
Partners: Transition Team & other GFNMS & MBNMS staff
X-Reference: NMSP Decision Document

Strategy AO4: Evaluate and modify GFNMS and MBNMS Advisory Council Representation and Charters.

Activity 4.1: Discuss Advisory Council representation with GFNMS Advisory Council and staff, including the possibility establishing a new MBNMS Advisory Council liaison role (currently, four members of the GFNMS Advisory Council reside in San Mateo County).

Products: GFNMS Advisory Council appoints a liaison to attend MBNMS Advisory Council meetings
Partners: GFNMS Advisory Council Coordinator/Manager
X-Reference: GF AD-4.4

Activity 4.2: Discuss SAC representation with MBNMS Advisory Council and staff, including the possibility of establishing a new GFNMS Advisory Council liaison role (currently, two members of the MBNMS Advisory Council are San Mateo County residents).

Products: MBNMS Advisory Council appoints liaison to attend GFNMS Advisory Council meetings. Completed April 2, 2004.
Partners: MBNMS Advisory Council Coordinator/Superintendent
X-Reference: MB OA-3.3

Activity 4.3: Modify the GFNMS and MBNMS Advisory Council Charter to require an annual joint meeting, on the NMA and other integration issues and opportunities by October 1, 2004. The MBNMS and GFNMS SACs have agreed to hold the first meeting on December 1, 2004.

Products: Modified GF and MB Advisory Council Charters.
Partners: GFNMS, MBNMS, GF and MB Advisory Councils
X-Reference: MB OA3.3 & GF AD-4.4

Activity 4.4: Solicit comments on the NMA Transition Plan from the MBNMS and GFNMS Advisory Councils at their August meetings.

Products: Possible modifications to Framework/Plan
Partners: GFNMS, MBNMS, GFNMS & MBNMS Advisory Councils
X-Reference: Decision Document

Strategy AO5: Develop performance measures to gauge the success of the transition and the delivery of NMSP programs and services to the NMA.

Activity 5.1: Develop specific performance measures to gauge the success of the Transition Team in meeting the intent of the NMSP Decision Document by September 30, 2004.

Products: Performance measures to evaluate success of NMA Transition.
Partners: Transition Team, GFNMS, MBNMS & HQ staff
X-Reference: GF AD-6.2

Activity 5.2: Develop specific performance measures to evaluate the success of program and activity coordination between GFNMS and MBNMS in the NMA by September 30, 2004.

Products: Performance measures to evaluate the effectiveness of program and activity coordination between the sites in the NMA.
Partners: Transition Team, GFNMS, MBNMS & HQ staff
X-Reference: GF AD-6.2 & AD-6.3

Table 2: Administration and Operations Activities in the NMA

Activities	Geographic Area				Project Lead			Status		Type of Support		Need to Coordinate	Comments
	MB	NMA	GF	CB	MB	GF	CB	on-going	Pro-posed	fund	in-kind	!	!
!	!	!	!	!	initials of leader			!	!	!	!	!	!
	!	!	!	!	!	!	!	!	!	!	!	!	!
Facilities													!
Office Lease		x					JB	x		x			!
Utilities		x					JB	x		x			!
ADP Equipment		x					MO	x		x			!
Real property inventories		x					JB	x		x			!
Furniture		x					JB	x		x			
Vehicles													!
Lease		x					JB	x		x			!
Maintenance		x					JB	x		x			!
Staffing													!
Contracts		x					JB;JN	x		x			!
Supervision & Performance		x	x				varies	x			x		!
Budget Planning													!
Annual Operating Plans		x	x				JB	x			x	yes	!
Budget Tracking		x	x				JN	x			x		!
Management Plan													!
Development	x	x	x	x			AW	x		x		yes	
Implementation	x	x	x	x			varies		x	x		yes	
Tracking Performance		x	x				JB		x			yes	
Sanctuary Advisory Councils													
Charter Updates	x		x		NC		MJ		x		x	yes	!
Annual Meeting in NMA	x		x		NC		JB		x	x		yes	!
SAC Representation	x		x		NC		JB		x		x	yes	
													!

III. Resource Protection

The following strategies and activities reflect some of the core resource protection issues discussed by the Transition Team and the Resource Protection working group. Resource protection, as a functional area, encompasses several program areas and includes a diverse range of management issues. Any one of these areas could become a separate action plan (regulations, permits, consultations, implementation of management plans, enforcement, emergency response, water quality protection). The Transition Team and working group identified and addressed both short and longer-term resource protection issues specific to the NMA (such as dredging in Pillar Point or MPWC at Mavericks). The following activities reflect current staffing and resource levels at each site. The Transition Team and working group recognize that it will take time for GFNMS to build an operational resource protection program that can fully transition all of the MBNMS responsibilities in the NMA.

The overall goal for resource protection in the NMA is to maintain a high level of protection for sanctuary resources in this area. The Resource Protection working group envisions creating a resource protection team that works collaboratively and capitalizes on the strengths and expertise of individual staff regardless in which site they are located. The GFNMS will take the lead on most issues originating in the NMA. However, the MBNMS regulations still apply in this area and any policy development, permits, authorizations or other significant actions must be closely coordinated with appropriate MBNMS staff. Though the actual issue and expertise of staff will factor into who ultimately works on an issue, the following protocol provides a general guideline:

- Issue primarily located in MB and straddles NMA: MB Resource Protection Coordinator takes lead and involves the NMA Resource Protection Specialist.
- Issue primarily located in GF and straddles NMA: GF Resource Protection Coordinator takes lead and involves the NMA Resource Protection Specialist and informs the MB Resource Protection Coordinator.
- Issue only located in NMA: NMA Resource Protection Specialist takes lead and informs the GF Resource Protection Coordinator and the MB Resource Protection Coordinator.

Strategy RP1: Transfer NMA permitting responsibilities to the GFNMS, while maintaining maximum protection to sanctuary resources and minimal disruption to permit applicants.

Activity 1.1: MBNMS will continue to administer and process permits in the NMA until August 15, 2004.

Products: Processed permits in the NMA.
Partners: GFNMS & MBNMS resource protection staff
X-Reference: MB OA-9

Activity 1.2: MBNMS Resource Protection and NMSP-Conservation Policy and Planning Branch staff will provide training for the new GFNMS Resource Protection Coordinator and NMA Resource Protection Specialist in July/August on regulations and

permitting activities to ensure they are knowledgeable of existing permit issues and to ensure a consistent approach is used throughout the region.

Products: Training for both GFNMS resource protection staff by MBNMS Resource Protection Staff.
Partners: NMSP-CPPB, GFNMS & MBNMS resource protection staff
X-Reference: MB OA-5.2 & GF AD-2

Activity 1.3: GFNMS will assume full administrative responsibility for permit activities within the NMA on August 15, 2004.

Products: Permit review and processing in the NMA
Partners: GFNMS and MBNMS resource protection staff
X-Reference: GF RP-5

Activity 1.4: The GFNMS NMA Resource Protection Specialist will assume primary responsibility to implement the proposal to develop protocols for a special use permit for tow-in surfing at Mavericks as envisioned in the MBNMS revised management plan and coordinate proposed actions with MBNMS staff.

Products: Consideration of a special-use permit program for Mavericks, education materials, and enforcement program.
Partners: GFNMS and MBNMS resource protection staff
X-Reference: MB (OA-9, MPWC-3, MPWC-4, MPWC-5) & GF RP-5

Permit Protocols:

Short-Term: The immediate goal for permitting is to establish clear and frequent communications between resource protection staff at both sites as it concerns projects and permit applications so that they are interpreting and conveying program policies consistently between both sites. Until August 15, 2004, the MBNMS will continue to have the lead on permitting within the NMA. MBNMS Resource Protection staff will consult the GFNMS Manager (or the NMA Resource Protection Specialist once they are hired) on any large or controversial permit applications. On small or routine permits, MBNMS Resource Protection staff will e-mail the GFNMS Permit Coordinator and copy the Sanctuary Manager and Half Moon Bay staff person. Copies of all permits will be sent to Half Moon Bay.

Long-Term: After August 15, 2004, permits originating in the NMA will be processed by the GFNMS, though coordinated with appropriate MBNMS staff. Permit authorization letters will be sent out on GFNMS letterhead and signed by the GFNMS Manager. Projects that originate in the MBNMS, but apply in the NMA, may still be processed and authorized by the MBNMS, after coordination with GFNMS. The longer-term goal for permitting is to capitalize on the strengths and expertise of individual staff regardless in which site they are located. For example, if a proposed permit in the NMA involves coastal armoring or desalination, then MBNMS staff with expertise and experience on these issues may be requested to consult with staff and review the permit.

Likewise, GFNMS staff may be requested to consult on or review MBNMS permits on issues where staff have more experience (seabirds or marine mammals). Within the NMA, the project lead will primarily be the GFNMS Resource Protection Specialist, but could involve others depending upon the geographic extent of the project, staff availability, and the specific expertise of sanctuary staff.

Strategy RP2: Transfer oversight of NMA regulatory responsibilities to the GFNMS, while maintaining maximum consistency and protection to sanctuary resources.

Activity 2.1: Continue to pursue JMPR regulatory changes as proposed in the individual draft MBNMS and GFNMS management plans (i.e., *status quo*).

Products: Approved MBNMS and GFNMS Management Plan & final Regs.
Partners: GFNMS & MBNMS MP Coordinators and Resource Protection Staff
X-Reference: MB OA-10, OA-11 & GF RP-4

Activity 2.2: The GFNMS NMA Resource Protection Specialist will take the lead in evaluating a potential new dredge disposal site for Pillar Point Harbor should a detailed site proposal be developed by the San Mateo County harbor district for submission to federal and state agencies. Such an action would require changing the MBNMS regulations and designation document and require coordination with MBNMS staff, and approval from the MBNMS Superintendent.

Products: Assessment and recommendation regarding any new dredge disposal site proposal; change to MBNMS regulations and designation document if appropriate.
Partners: GFNMS & MBNMS resource protection staff
X-Reference: MB HDD-2.3 & OA-11.1(c)

Activity 2.3: The GFNMS NMA Resource Protection Specialist will facilitate a public process in the next 5 years to consider whether the San Francisco Exemption Area (a.k.a. “the donut hole”) should be included as part of the MBNMS. Such an action would require changing the MBNMS regulations and designation document and require coordination with MBNMS staff, and approval from the MBNMS Superintendent.

Products: Assessment and recommendation on whether to include this area in the MBNMS. This could result in a change to MBNMS regulations and designation document.
Partners: GFNMS and MBNMS resource protection staff
X-Reference: none

Activity 2.5: The GFNMS and MBNMS Resource Protection Teams will closely coordinate on any future proposed regulatory changes that could impact the NMA or the other sanctuaries.

Products: Potential regulatory modifications

Partners: GFNMS and MBNMS resource protection staff
X-Reference: MB OA-12 & GF RP-4

Regulation Protocols:

Short-Term: The immediate goal for regulations is to establish clear and frequent communication between resource protection staff at both sites as it concerns regulatory issues so that they are both interpreting program policies consistently between both sites. Until August 15, 2004, the MBNMS will continue to have the lead on regulatory issues within the NMA. All existing JMPR proposed regulatory changes (both in the NMA and at any of the three sites) will continue on their present course of final approval through HQ.

Long-Term: After August 15, 2004, most regulatory and policy matters originating in the NMA will be led by the GFNMS in close collaboration with appropriate MBNMS staff since any proposed change in regulation or policy could have implications for the entire MBNMS. The MBNMS and GFNMS Resource Protection Coordinators and Managers/Superintendents must agree on any proposed language changes before such recommendations are put before the Advisory Councils. Ultimately, the MBNMS Superintendent must approve any regulatory changes in the MBNMS. The longer-term goal for regulatory programs is to capitalize on the strengths and expertise of individual staff regardless in which site they are located. Thus, within the NMA, the lead will primarily be the GFNMS Resource Protection Specialist, but could involve others depending upon the geographic extent of the project, staff availability, and the sanctuary staff who has the expertise to oversee or coordinate the specific regulatory activity.

When considering regulatory changes, sanctuaries seek advice and recommendations from their respective advisory councils. The following protocols provide general guidance as to how the advisory councils will be involved when regulatory changes are proposed for the NMA.

- Primarily in MBNMS and straddles NMA: Issue goes to MBNMS Advisory Council first, then to GFNMS Advisory Council.
- Primarily in GFNMS and straddles NMA: Issue goes to GFNMS Advisory Council first, then to MBNMS Advisory Council.
- Only in NMA: Issue goes to GFNMS Advisory Council first, then to MBNMS Advisory Council.

Strategy RP3: The GFNMS Resource Protection Specialist will lead efforts to coordinate existing and emerging resource protection issues in the NMA.

Activity 3.1: The GFNMS Resource Protection Specialist will lead efforts to coordinate and implement JMPR site-specific activities to improve resource protection and stewardship in the NMA and improve the delivery of services and programs to local communities.

Products: Implemented JMPR resource protection strategies and activities
Partners: GFNMS and MBNMS resource protection staff

X-Reference:

- Coastal Development
 - Dredge Disposal MB (HDD-1, HDD-3 to HDD-5)
 - Desalination MB (DESAL 1 to DESAL 5)
 - Coastal Armoring MB (CA-1 to CA-4)
 - Submerged Cables MB (SC-1 & SC-2)
- Benthic Habitats MB (BH-1 to BH-7)
- Fishing Activities
 - Impacts from fishing activities GF (FA-1 to FA-6)
 - Fishing related research and educ. MB (FER-1 to FER-7)
 - Krill Harvest MB (KH-1 to KH-3) & GF (GF-7)
- Emerging Issues MB (EI-1 to EI-3); GF (RP-1 to RP-5, XAO 4.3)
- Introduced Species MB (IS-1 to IS-5) & GF (IS-1 to IS-9)
- Special Marine Protected Areas MB (SMPA-1 to SMPA-11)
- Ecosystem Protection Plan GF (EP-1 to EP-3)
- Wildlife Disturbance
 - Marine Mammals, Seabirds and Turtles MB (MMST-1 to MMST-4) & GF (WD-1 to WD-6)
 - Motorized Personal Watercraft MB (MPWC1 to MPWC-4)
 - Tidepools MB (TP-1 to TP-7) & GF (WD-2)

Activity 3.2: The GFNMS Resource Protection Specialist will lead efforts to consult and coordinate on resource protection issues with other local, state and federal resource management agencies in the NMA. They will also work with these agencies and other partners to implement specific resource protection strategies and activities identified in the JMPR.

Products: Implemented JMPR resource protection strategies and activities
Partners: GFNMS and MBNMS resource protection staff
X-Reference: MB OA-12 & GF (AD-5, RP-4, RP-5)

Consultation and Coordination Protocol:

Short-Term: The immediate goal for agency consultations and coordination is to establish clear and frequent communication between staff at both sites as it concerns resource protection issues so that they are both interpreting and conveying program policies consistently between both sites. Until August 15, 2004, the MBNMS will continue to have the lead on most consultation and agency coordination issues (with the exception of emergency response which will remain with GFNMS) within the NMA. In the interim, MBNMS will notify and send copies of any correspondence, formal consultations, or meetings with other agencies regarding the NMA to GFNMS Manager and the NMA Resource Protection Specialist.

Long-Term: After August 15, 2004, most agency consultation and coordination activities in the NMA will be led by the GFNMS in coordination with appropriate MBNMS staff to ensure consistency in program policies and communications. The longer-term goal for

agency consultation and coordination is to convey a consistent program voice and to capitalize on the strengths and expertise of individual staff regardless in which site they are located. Thus, within the NMA, the lead will primarily be the GFNMS Resource Protection Specialist, but could involve others depending upon the geographic extent of the project, staff availability, and the sanctuary staff who has the expertise to oversee or coordinate the specific issue.

Strategy RP4: Transfer NMA enforcement responsibilities to the GFNMS, while maintaining maximum protection to sanctuary resources and minimal disruption to existing enforcement actions and investigations.

Activity 4.1: The MBNMS Enforcement Officer will continue to be responsible for enforcement activities in the NMA until August 15, 2004.

Products: Enforcement cases investigated. Surveillance conducted in NMA.
Partners: GFNMS & MBNMS resource protection staff, MBNMS Enforcement Officer
X-Reference: MB OA-9 (scattered throughout MBNMS MP)

Activity 4.2: GFNMS will assume responsibility for NMA enforcement on August 15, 2004, and will coordinate with MBNMS to ensure a consistent and smooth transition.

Products: Enforcement cases investigated. Surveillance activities.
Partners: GFNMS & MBNMS resource protection staff, MBNMS Enforcement Officer and NOAA-OLE.
X-Reference: GF PR-6 (scattered throughout GFNMS MP)

Activity 4.3: GFNMS will develop a revised enforcement plan that will assess surveillance and enforcement needs in the NMA. This plan will be developed in consultation with efforts at the MBNMS.

Products: Revised GFNMS Enforcement Plan
Partners: GFNMS & MBNMS resource protection staff, MBNMS Enforcement Officer, NOAA-OLE Special Agent
X-Reference: GF PR-6 & XAO-4.4

Enforcement Protocol:

Short Term (until Aug. 15):

- The MBNMS Enforcement Officer will finish or transfer existing enforcement cases to the NOAA-OLE Special Agent based in Santa Rosa.
- The MBNMS Enforcement Officer will continue to respond to incidents in the NMA until August 15th and will coordinate with the NOAA-OLE Special Agent.

Long Term (after Aug. 15)

- GFNMS will work with NOAA Enforcement to hire a dedicated Enforcement Officer for the NMA, GFNMS and CBNMS as soon as possible.

- GFNMS and MBNMS Resource Protection Staff will coordinate on enforcement activities in the NMA to ensure there is a consistent approach to enforcement and interpretation of regulations across the MBNMS.
- GFNMS and MBNMS will coordinate on penalty decisions for enforcement cases and how to allocate fines collected.

Strategy RP5: Coordinate NMA emergency response activities in the NMA.

Activity 5.1: The GFNMS Resource Protection Specialist will lead and closely coordinate efforts to respond to emergencies in the NMA to ensure maximum resource protection to sanctuary resources.

Products: Communication strategy that recognizes site-specific and regional emergency response plans.

Partners: GFNMS and MBNMS resource protection staff

X-Reference: GF RP-7, RP-8, VS-7, VS-8 MB OA-5 & XAO-4.3 (scattered throughout JMPR)

Emergency Response Protocol

The main types of emergencies in the NMA are oil spills, small vessel groundings, and sewage spills.

- For oil spills, GFNMS will continue to be the lead in the NMA. GFNMS will strategize with MBNMS on potential restoration projects prior to the convening of a trustee council.
- For small vessel groundings, GFNMS will take the lead, and MBNMS will provide consultation when requested.
- For sewage spills, particularly by the Sewer Authority Mid-Coast (SAM), there are generally three phases of involvement:
 - 1) Emergency response: In the first day or so of the spill, the NMA Resource Protection Specialist will be the first to respond “on-scene” and will relay information to GFNMS, MBNMS and the OLE field agent assigned to the NMA.
 - 2) Enforcement: The OLE field agent assigned to the NMA then will take over to investigate the occurrence and pursue any violations. There are currently 5 spills under investigation.
 - 3) Prevention: The MBNMS Water Quality program, in coordination with the NMA Resource Protection Specialist, will be responsible for overall sewer spill prevention planning efforts and working with the facility to encourage long-term system improvements.

Strategy RP6: The MBNMS Water Quality Protection Program will continue to coordinate water quality activities in the NMA.

Activity 6.1: MBNMS WQPP staff will continue to implement water quality activities (planning, implementation of management measures, partnership and stakeholder coordination, monitoring and outreach) in the NMA and regularly communicate with NMA staff to enhance understanding of the activities underway.

- Products: WQP Plans implemented in the NMA. New GFNMS WQPP assessment completed.
- Partners: MBNMS WQPP staff and GFNMS resource protection staff
- X-Reference: (see attached table)
- Water Quality
 - Beach Closures MB (BC-1 to BC-10)
 - Cruise Ship Discharge MB (CS-1 to CS-4)
 - Vessel Spills GF (VS-1 to VS-13)
 - WQ Memo. of Agreement MB (MOA-1 to MOA-3)
 - WQPP Implementation MB (WQPP-1 to WQPP-23)
 - GF Water Quality (WQ-2, WQ-3, WQ-5, WQ-6, WQ-9)

Activity 6.2: MBNMS will hire a new water quality protection program regional position will be tasked to work with each West Coast site on their specific needs and threats and assess how existing MBNMS water quality programs or processes could be translated or modified to meet those needs or whether new programs should be developed. Once these assessments are done, the new WQPP regional hire will assist the sites in designing the appropriate plans and building site capacity for implementation, drawing on individual MBNMS subject matter staff where possible. Note that this new water quality position is not focused on the NMA specifically, but on providing assistance to all west coast sanctuaries, including the GFNMS. However, opportunities for regional approaches that could benefit the NMA will also be pursued.

- Products: New Regional WQPP staff member. Site-by-site needs assessment.
- Partners: MBNMS WQPP staff and GFNMS resource protection staff
- X-Reference: (see Table 3 and listing in 6.1)

Table 3: Resource Protection Activities in the NMA

Activities	Geographic Area				Project Lead			Status		Type of Support		Need to Coordinate	Comments
	MB	NMA	GF	CB	MB	GF	CB	on-going	Pro-posed	fund	in-kind		
!	!	!	!	!	initials of leader			!	!	!	!	!	!
	!	!	!	!	!	!	!	!	!	!	!	!	!
Permits													!
review		x				IK		x			x	Yes	!
issuance		x				IK		x			x	Yes	!
coordination		x				IK					x	Yes	!
Regulations													!
JMPR changes	x	x			HP	IK					x	Yes	!
interpretation/policy	x	x			HP	IK					x	Yes	!
Future changes	x	x	x		HP	IK					x	Yes	!
Existing & Emerging Issues													!
Implement JMPR activities	x	x	x	x		IK				x		Yes	!
Coordinate future activities	x	x	x	x		IK				x		Yes	!
Enforcement													!
surveillance	x	x				TBD				x		Yes	!
investigation	x	x				TBD				x		Yes	!
planning	x	x				TBD					x	Yes	!
Emergency Response													!
Oil spills		x	x			IK				x		Yes	!
groundings		x	x			IK				x		Yes	!
Sewage spills	x				CC					x		Yes	!
planning	x	x	x			IK					x	Yes	!
Water Quality Protection													!
planning	x				CC						x	Yes	!
monitoring	x				CC					x		Yes	!
Education & outreach	x		x		varies					x		Yes	!
													!

IV. Research and Monitoring

The following strategies and activities reflect the core research and monitoring issues discussed by the Transition Team and the Research and Monitoring working group. The working group agreed on a philosophy by which research should be integrated and implemented in the NMA, and more broadly across the region. This philosophy was based on, in part, the recent successful collaboration of GFNMS, MBNMS, and CBNMS research staff on the MacArthur II cruise in April 2004. This philosophy reflects the sharing of: research ideas and needs of each site; limited resources (such as ship time or funds) assigned each site to produce a greater result; and individual expertise to accomplish the project's objectives.

The overall goal for research and monitoring in the NMA, and more broadly across the region, is to capitalize on the strengths and expertise of individual staff regardless in which site they are located. For example, if a proposed research project in the NMA involves rocky intertidal issues, then those MBNMS staff with expertise and experience on these issues would be involved. Likewise, if there were an issue where GFNMS staff had more experience (e.g., seabirds or marine mammals) then they would be involved. Ultimately, within the NMA, the project lead will be a function of the geographic extent of the project, staff availability, and the sanctuary staff who has the expertise to oversee or coordinate the specific research activities.

Strategy RM1: Share Information.

Activity 1.1: Develop and implement a process for sharing information on existing research and monitoring projects and coordinate on future projects.

- Products:
- a) Briefings on select existing projects
 - Rocky intertidal monitoring
 - SIMoN
 - Ecosystem dynamics study
 - Trustee restoration projects (Rhinoceros Auklet)
 - Black abalone withering foot study
 - Elephant seal database
 - b) Annual coordinators meeting to develop Joint Research & Monitoring Annual Operating Plan
 - c) Development of a Research & Monitoring Communication Plan
- Partners: CBNMS, GFNMS, MBNMS, & SIMoN Research Personnel
- X-Reference: XEM-1 to XEM-3, XAO-1.2, XAO-2.1, XAO-2.2

Activity 1.2: Inventory research staff for expertise and current project assignments to assure optimal coverage for existing projects.

- Products: Inventory of staff expertise and project assignments. (Completed, results included in Table 4).
- Partners: CBNMS, GFNMS & MBNMS Research Personnel
- X-Reference: XEM-1

Strategy RM2: Coordinate Research and Monitoring Information Dissemination

Activity 2.1: Update, cross-link, and develop web products for GFNMS, MBNMS and SIMoN websites.

Products: Update content on website, cross-link existing studies, maps, and data that apply to the NMA. This activity will take time from individual site webmasters as well as individual research staff.

Partners: GFNMS & MBNMS Research and IT Personnel

X-Reference: XEM-1 to XEM-3

Strategy RM3: Collaborate on sanctuary advisory committees and working groups on research and monitoring issues related to the NMA.

Activity 3.1: Assess current NMSP participation on technical advisory committees or working groups in the NMA (such as Fitzgerald Marine Reserve, MBNMS RAP). Based upon the technical needs of the group, determine who is most appropriate to participate in the group. There may be instances when it is appropriate to have more than one NMSP research staff on the committee depending upon the needed expertise.

Products: Inventory of staff participation in external research and monitoring technical advisory panels. Incorporate results into the staff expertise and assignment inventory. (Completed, results included in Table 4).

Partners: CBNMS, GFNMS & MBNMS Research Personnel

X-Reference: XEM-1

Strategy RM4: Collaborate on volunteer monitoring efforts related to the NMA.

Activity 4.1: Continue efforts to coordinate and collaborate Beach Watch and Beach COMBERS volunteer monitoring programs.

Products: Continue to share annual reports.
Continue to communicate unusual mortality and oil/HAZMAT incidences.

Partners: CBNMS, GFNMS & MBNMS Research Personnel and volunteer coordinators

X-Reference: MB (OA-4) & GF (RE-1, WD-2, IS-5)

Strategy RM5: Implement JMPR site-specific research and monitoring activities in the NMA.

Activity 5.1: The GFNMS and MBNMS Research Teams will coordinate on the implementation of JMPR site-specific research and monitoring activities in the NMA (see Table 4).

Products:	Coordinate efforts to implement specific research and monitoring projects based on the Joint Research and Monitoring Annual Operating Plan, and the research and monitoring matrix.
Partners:	GFNMS and MBNMS research staff
X-Reference:	GFNMS, MBNMS & Cross-Cutting Research and Monitoring Action Plans

Table 4: Research & Monitoring Activities in the NMA

Activities	Geographic Area				Project Lead			Status		Type of Support		Need to Coordinate	Comments
	MB	NMA	GF	CB	MB	GF	CB	on-going	Pro-posed	fund	in-kind	!	!
!	!	!	!	!	initials of leader			!	!	!	!	!	!
	!	!	!	!	!	!	!	!	!	!	!	!	!
Abalone withering foot study - MB	x	x	!	!	AD	!	!	!	x	x	!	yes	!
Abalone withering foot study - Farallones	x	x	x	!	!	EU	!	x	!	!	x	yes	!
ATOC/Pioneer cable Monitoring and EIS Work	!	x	!	!	!	IK	!	x	!	x	x	!	!
Beach COMBERS Volunteer Monitoring	x	!	!	!	AD	!	!	x	!	x	x	!	!
Beach Watch monitoring (& Harbor Seal population counts)	!	x	x	!	!	JR	!	x	!	x	x	!	!
Benthic impacts from trawling	x	x	!	!	HMc	?	!	!	x	x	x	yes	!
Biennial Research & Monitoring Workshop - GFNMS	!	x	x	x	!	JR	!	x	!	x	x	!	!
CeNCOOS (Ocean Observing System)	x	x	x	x	!	!	!	!	!	!	x	!	!
CICORE	x	x	x	!	!	!	!	!	!	x	x	!	!
CIMT	x	!	!	!	!	!	!	!	!	x	x	!	!
COCMP	x	x	x	x	!	!	!	!	x	!	x	!	!
Contaminant impacts to Sea Otters	x	!	!	!	SL	!	!	!	x	x	x	!	!
Continental Shelf Habitat mapping:	!	!	!	!	!	!	!	!	!	!	!	!	!
Sidescan	x	x	x	x	Jde	!	DR	x	!	x	x	yes	!
Delta Sub	x	x	x	x	Jde	!	DR	x	!	x	x	yes	!
Towed camera	x	x	!	x	Jde	!	DR	x	!	x	x	yes	!
Macroinvertebrates	x	x	!	!	Jde	!	DR	x	!	x	x	yes	!
Ecosystems Dynamics Study/pelagic monitoring- "Winds to Whales" (offshore birds and mammal)	!	x	x	x	!	JR	PP	x	x	x	x	yes	for CBNMS, Peter Pyle and Ben Becker are PIs
Elephant seal database	x	x	x	!	SL	!	!	x	!	x	!	yes	!
Fishing Activities Profile (EcoTrust)	x	x	x	x	!	AW	AW	x	!	x	x	yes	!
Fitzgerald Marine Reserve Scientific Technical Advisory Council (both); disturbance & FMR MP technical advisory committees/link with disturbance at Duxbury (GF)	!	x	x	!	SL	JR	!	x	x	x	x	!	!
Harmful Algae Bloom Testing	!	!	x	!	!	JR	MC	x	!	x	x	!	!
Introduced species volunteer monitoring-"dirty dozen"- Pescadero marsh, esteros, lagoons, Tom. Bay	!	x	x	!	!	JR	!	!	x	x	x	yes	!
Invasive species (undaria) in harbors	x	x	!	!	SL	!	!	x	!	x	x	!	!

Juvenile Rockfish Recruitment- NMFS	x	x	x	x	CK	!	!	x	x	!	x	yes	!
Kelp canopy monitoring	x	x	!	!	CK	!	!	x	!	x	!	yes	!
Kelp Monitoring (PISCO)	x	!	!	!	SL	!	!	!	!	!	x	!	!
Leatherback Turtles and jellyfish	x	x	x	!	AD	!	!	!	x	!	x	yes	!
LIMPETS	x	x	x	!	DH/J S	!	!	!	!	x	x	!	!
Littoral and offshore sediment transport	x	x	!	!	IK	!	!	!	x	!	x	!	!
Marine Mammal Stranding Network	x	x	x	!	!	JR	!	x	!	!	x	!	!
MBNMS Research Activity Panel (RAP)	x	x	x	!	AD	!	!	!	!	!	x	yes	!
NCCOS Biogeographic Assessment- Phase II	x	x	x	x	!	JR	!	x	!	x	x	yes	!
Ocean characterization-circulation	!	x	x	x	!	!	DR	!	x	x	x	yes	!
Ocean characterization-climatology (Rick Stumpf)	x	x	x	x	!	JR	!	x	!	x	x	yes	!
Offshore bird and mammal surveys	x	x	x	x	!	JR	!	!	x	!	!	yes	!
Review of Endangered Species	x	x	!	!	SL	!	!	x	!	x	!	yes	!
Rhinoceros auklet monitoring/restoration at Ano Nuevo Island	!	x	!	!	!	JR	!	x	!	x	!	yes	!
Rocky intertidal monitoring (NPS, FMR, Cape Mo, PISCO)	!	x	x	!	SL	JR	!	x	x	x	x	yes	!
Rocky Shore Monitoring (PISCO)	x	x	!	!	SL	!	!	!	!	!	x	yes	!
Sanctuary Currents Symposium	x	x	!	!	JP	!	!	!	!	x	x	!	!
SIMoN	x	x	x	x	AD	JR	DH	!	!	x	x	yes	!
Species inventory and status - GFNMS	!	!	x	x	!	JR	DH	x	!	x	x	!	!
SPLASH (humpback whale surveys)	x	x	x	x	!	JR	!	x	!	x	x	yes	!
Trustee Councils -- Command/Luckenbach - seabird disturbance/pop enhancement/oil poll reduction/habitat enhancement	x	x	x	x	!	MB	!	!	x	!	x	yes	!
Water quality	x	x	!	!	!	!	!	x	!	!	x	!	!
CCAMP	x	x	!	!	CK	!	!	!	!	!	!	yes	!
First Flush	x	!	!	!	BH	!	!	!	!	!	!	yes	!
Snapshot Day	x	x	x	!	BH	!	!	!	!	!	!	yes	!
Pescadero marsh, esteros	!	x	x	!	!	JR	!	!	x	x	x	yes	!
West Coast Observation System	x	x	x	x	SL	JR	!	x	!	!	x	yes	!
White shark disturbance	!	x	x	!	!	JR	!	!	x	x	x	!	!

V. Education and Outreach

The following strategies and activities reflect the core education and outreach issues discussed by the Transition Team and the Education and Outreach working group. The GFNMS Education Specialist will be the lead on education programs for the NMA. The Education Specialist will work with the GFNMS Education Coordinator on the projects and ensure that the MBNMS Education Coordinator is informed about all education activities. Staff from either site may be requested to consult on projects in the NMA based on their area of expertise. There are many education, outreach and volunteer programs already being implemented by both sites in the NMA and many more issue-based programs that could be implemented. The education staff from the two sites will continue to discuss opportunities for collaborative implementation of these programs and activities.

Additionally, the NMSP is developing a broad-based communications and outreach plan for the greater San Francisco Bay area that uses the three north-central California sanctuaries as the linchpin to connect the NMSP with one of the most environmentally focused communities in this country and the center of information technology. The plan will identify audiences, needs, products, and implementation strategies to enhance the sanctuaries' support within this larger region.

Strategy EO1: Transfer, establish and implement school programs for the NMA.

Activity 1.1: Coordinate and implement both GFNMS and MBNMS classroom activities (i.e., Oceans Week, etc.) to promote a greater awareness of the sanctuaries in schools.

Products:	Six classroom presentations/year
Partners:	GFNMS/MBNMS/FMSA education staff, Cabrillo School District, Pescadero School District, other San Mateo County schools
X-Reference:	MB (OA-5, MERITO-1 to MERITO-3, others within various issues), GF (ED-1 to ED-6) & XCO-3

Activity 1.2: Establish a San Mateo coast education group comprised of teachers and other marine educators/communicators to share information and ideas.

Products:	Coordination meetings the result in recommendations for new/expanded school programming
Partners:	GFNMS/MBNMS education staff, Cabrillo School District, Pescadero School District, other San Mateo County schools, MBNMS SEP and at-large Advisory Council members, GFNMS Advisory Council members.
X-Reference:	MB (MB OA-3.2, MERITO-2) & GF (ED-1 & ED-4)

Activity 1.3: Expand the LiMPETS student monitoring program by identifying more potential locations along the NMA coastline and providing training to teachers and students.

Products: Student monitoring data-rocky intertidal, sand crab
Partners: GFNMS/MBNMS/FMSA education staff, Cabrillo School District, Pescadero School District, other San Mateo County schools
X-Reference: MB (OA-4 and TP-2) & GF (ED-1 to ED-6, WD-2)

Activity 1.4: Identify and pursue partnerships and funding opportunities to expand the MBNMS MERITO Program to the NMA.

Products: Watershed Activity Guide, Marine Conservation Kits, Train-the-trainers workshops, weekly outings for after-school programs, kayak days, tidepool days, hiking days, PSA (Spanish/English), webpage updates
Partners: GFNMS/FMSA education staff, MBNMS MERITO staff, Cabrillo School District, Pescadero School District, other San Mateo County schools, Pescadero Conservation Alliance, Boys & Girls Club, California State Parks
X-Reference: MB (MERITO-1 to MERITO-6)

Strategy EO2: Develop and implement community outreach and stewardship programs.

Activity 2.1: Represent the NMSP at local fairs and community events, including such events as the Half Moon Bay Dream Machines (Fly-In) Bay Area Paddle Fest, Toast to the Coast, and the Pigeon Point Lighthouse annual lighting celebration.

Products: Joint traveling displays for GFNMS, MBNMS, and CBNMS
Partners: NMSP, GFNMS, MBNMS and CBNMS education staff
X-Reference: GF ED-7

Activity 2.2: Develop and implement a lecture series for the NMA, consistent with lecture offerings in GFNMS and MBNMS. The initial series may focus on lighthouses of the sanctuaries and historic maritime commerce of the coast.

Products: Six lectures/year
Partners: GFNMS/MBNMS/CBNMS education staff, FMSA, other resource agencies
X-Reference: GF ED-8

Activity 2.3: Coordinate and enhance citizen volunteer opportunities, including Beach Watch and Snapshot Day/First Flush to support resource protection objectives.

Products: Volunteer cross-trainings; expansion of NMA volunteer opportunities.
Partners: GFNMS/MBNMS/CBNMS education staff, FMSA, other resource agencies
X-Reference: MB OA-4 & GF (ED-7, IS-5, WD-2, WD-4)

Activity 2.4: Develop collaborative partnerships to create and install interpretive signage in the NMA as part of the long-range California-wide Sanctuaries Interpretive Signage Plan.

Products: 12 trailside signs, 6-8 rail/post mounted signs, 2 large kiosks
Partners: GFNMS/MBNMS education staff, California State Parks, San Mateo Coast Natural History Association, San Mateo County Harbor District, San Mateo County Parks, Half Moon Bay Parks and Recreation
X-Reference: MB (IF-1 to IF-3) & GF (ED-9, ED-12, ED-13)

Activity 2.5: Complete development, fabrication, and installation of collaborative interpretive exhibit at Pigeon Point Light Station in partnership with California State Parks, MBNMS, and the San Mateo County Natural History Association. Key themes for interpretation include the maritime history of the area, the establishment of the lighthouse, life and commerce along the coast, and the natural history of sanctuary waters and resources.

Products: Interpretive exhibits on the lighthouse, sanctuaries, and natural history of the area.
Partners: GFNMS/MBNMS/CBNMS education staff, California State Parks, San Mateo Coast Natural History Association, Pigeon Point Hostel, Pigeon Point Environmental Education Program
X-Reference: MB (IF-1.6) & GF (ED-13)

Strategy EO3: Develop and disseminate outreach materials in the NMA.

In general, materials developed for use in the NMA will adhere to the following guidelines:

- NMA-specific content, for either NMA-specific products or for materials to be distributed throughout either sanctuary, will be developed by NMA staff and reviewed by appropriate GFNMS and MBNMS staff. The NMA will not be shown as a distinct area on materials, maps or signs. The GFNMS Half Moon Bay office will be advertised as the point of contact for San Mateo County and the GFNMS San Francisco office will be advertised as the point of contact for San Francisco and Marin Counties.
- Production and printing costs will be the responsibility of the lead site (based on the subject matter) unless some other agreement is reached. For example, MBNMS would be responsible for water quality materials that may be distributed in the NMA as well as the rest of MBNMS; GFNMS would similarly be responsible for tide pool etiquette materials that may be distributed in the NMA as well as the rest of GFNMS.
- Distribution will be coordinated with the NMA staff and the other site as appropriate.

Activity 3.1: Disseminate existing GFNMS and MBNMS materials throughout the NMA.

Products: Distribution of existing education and outreach materials at select locations throughout the NMA.

Partners: GFNMS/MBNMS education staff
X-Reference: MB (varies by issue) & GF (ED-10 to ED-14)

Activity 3.2: Prepare and submit periodic articles on NMA issues for local and regional newsletters and other sanctuary publications.

Products: Four-six articles/year
Partners: GFNMS/MBNMS education staff
X-Reference: MB (OA-5.11) & GF (WD-6 and ED-11)

Activity 3.3: Coordinate the development of maps for use by GFNMS, MBNMS and CBNMS, including a bathymetric map of the north-central California sanctuaries and a GIS map of the three with all sanctuary offices, anchorages/safe harbors and wildlife viewing.

Products: Bathymetric map and GIS map of CBNMS/GFNMS/MBNMS
Partners: GFNMS/MBNMS/CBNMS staff, FMSA, MBNMSF
X-Reference: MB (OA-5.10) & GF (ED-11)

Activity 3.4: Engage the community and user group on how best to involve and inform them about issue-specific resource management issues (i.e., Mavericks, water quality, SF exemption area).

Products: Community workshops, brochures, displays, website content
Partners: GFNMS/MBNMS subject matter staff
X-Reference: varies by issue and site

Activity 3.5: Develop NMA-related links between GFNMS and MBNMS websites. Explore options for web collaboration beyond the NMA to strengthen relationships with the Internet-savvy San Francisco Bay Area population.

Products: GFNMS and MBNMS websites that contain information and links to the NMA; expanded joint web products.
Partners: GFNMS/NMSP/MBNMS web staff
X-Reference: MB (OA5.10), (GF ED-11) & Decision Document

Strategy EO4: Implement JMPR site-specific education and outreach activities in the NMA.

Activity 4.1: The GFNMS and MBNMS Education Teams will coordinate on the implementation of JMPR site-specific education and outreach activities in the NMA by exploring opportunities to work proactively with local communities and tapping into existing education and outreach networks (civic groups, environmental organizations, etc.). The teams will link the NMA with efforts to increase awareness of the sanctuaries to communities throughout the greater San Francisco Bay region.

Products: Implementation of JMPR Education and Outreach strategies and activities within the NMA, the greater SF Bay area, and beyond.

Partners: GFNMS and MBNMS education staff

X-Reference: GFNMS, MBNMS & Cross-Cutting Education and Outreach Action Plans, San Francisco communications plan

Table 5: Education and Outreach Activities in the NMA

Activities	Area				Lead/Support	Status		Audience	Description
	MB	NMA	GF	CB	!	On-going	Pro-posed	!	!
!	!	!	!	!	!	!	!	!	!
Community Outreach	!	!	!	!	!	!	!	!	!
Community fairs and events – need a joint traveling display/window shade	x	x	x	x	GFNMS/MBNMS/CBNMS	x	!	regional populations of general public	HMB Fly-in (Dream Machines) Bay Area Paddle Fest Pigeon Point Lighthouse Lighting Toast to the Coast
Media: TV, radio PSAs	x	x	x	x	GFNMS/MBNMS/CBNMS; Jointly on new opportunities	x	!	general public	!
MERITO - Adult School presentations	x	!	!	!	No resources at this time – will explore at later	x	x	Through the MERITO program; potential to create a Sanctuary 101	No resources at this time – will explore at later date
Interpretive talks	!	x	x	!	GFNMS	x	!	general public, specific user groups,	Community groups, volunteer groups.
Lecture series	x	x	x	x	GFNMS/CBNMS/MBNMS – pilot in FY05	x	!	general public	Maritime Heritage series – consider 3 sanctuaries, 1 st in the NMA
Field adventures	x	x	x	x	GFNMS/CBNMS/MBNMS – pilot in FY05	!	x	general public	In tandem with lecture series
Symposia	x	x	x	!	GFNMS/MBNMS	x	!	general public, researchers, teachers	Both MBNMS and GFNMS currently host these – no need to add additional programming
Electronic Media	!	!	!	!	!	!	!	!	!
Web site	x	!	x	x	Sites need to link the information relevant to NMA on both websites	x	!	general public, students, teachers	!
Electronic newsletters	x	!	x	x	All sites are leads on their own, will share ideas with each other for regional stories	x	!	general public, teachers, volunteers	Newsletter is available online; Create articles for all three sanctuaries for use in newsletter
Electronic mapping and monitoring information	x	x	x	x	MBNMS – SIMoN	x	x	!Researchers, users, teachers, students, decision makers	SIMoN website has interactive mapping for the MBNMS region
Telepresence	x	!	!	!	MBNMS/GFNMS; GFNMS lead on their site (FY07)	x	x	general public – potentially schools	Would like to work with the PORTS program from Año Nuevo to Seacliff GFNMS to come online FY07
Interpretive Signage/Exhibit!!	!	!	!	!	!	!	!	!	!
Wayside/trailsides signs, kiosk (as part of the California-wide sanctuaries signage plan)	x	x	x	x	MBNMS/GFNMS – joint effort on current plans; GFNMS/MBNMS	x	x	Visitors to Coastal Beaches under State Park purview	Signage plan for San Mateo coast in partnership with CDPR, Santa Cruz District, funds requested

					on subsequent				for Harbor Project
Exhibits	x	x	x	x	GFNMS/MBNMS; MBNMS/GFNMS/ CBNMS	x	x	!	A. Proposed funds for PPLH kiosk B. Proposed for San Jose Tech Museum
Visitor centers	x	x	x	x	MBNMS/GFNMS – joint effort	x	x	!	Pigeon Point Light Station Interpretive storefront
Volunteer Opportunities					!	!	!	!	!
Interpretive kayak docent	x	!	x	!	No resources at this time – will explore at later date	x	!	general public, specific user groups,	MBNMS model is exportable if applicable
Beach surveys	x	x	x	!	GFNMS/MBNMS	x	!	interested parties	Beach Watch
Coastal Cleanup	x	x	x	!	GFNMS/MBNMS – FY07	x	!	Interested volunteers	!
Water quality monitoring	x	!	!	!	MBNMS/GFNMS	x	x	interested public	MBNMS program is exportable
Internships	x	!	x	!	GFNMS	x	!	interested parties	!
Formal Education					!	!	!	!	!
MERITO - After School Programming	x	!	!	!	No resources at this time – will explore at later date	x	x	Hispanic serving schools	Through the MERITO program
LiMPETS	x	x	x	!	GFNMS/MBNMS	x	x	School groups, community	MBNMS has kits @ HMB office, will keep there
Water Quality	x	!	!	!	MBNMS/GFNMS	x	x	School groups, community	!
Publications & Materials!					!	!	!	!	!
Promotional items	x	!	x	x	GFNMS/MBNMS	x	!	general public, students, teachers	Stickers, magnets, pencils, tattoos, etc produced by each site
Brochures (general & program)	x	!	x	x	GFNMS/MBNMS	x	!	General public, students, teachers, targeted resource user groups	Each site has a variety of brochures and MBNMS has some in Spanish
Newsletter	x	!	x	!	Each site will continue; NMA- related articles included in both	x	!	general public	Print and electronic
Posters	x	!	x	x	GFNMS/MBNMS/ CBNMS/HQ	x	!	general public, teachers, students	Joint bathymetric map for all three sites, each site has produced a variety as well
Watchable wildlife guidelines	x	x	x	x	Columbine Culberg (HQ); GFNMS/MBNMS/ CBMNS	x	!	general public, specific user groups	CA wide publication
Natural history guide	x	x	x	x	Claire Johnson (HQ); GFNMS/MBNMS/ CBMNS	!	x	general public, teachers, students	Revamping on a West Coast regional basis
Annual reports	x	!	x	!	MBNMS/GFNMS	x	!	General, researchers	Ecosystem Observations